* * * * * * * * *

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

| Candid | ate/Issue | NATIO | WAL PEABL | IMAN SENA | TE COMMITTE | E |
|---------|---|-------|---------------|-----------|-----------------|---|
| candida | Dates (if one folder is used per ite, a separate checklist must be ted for each flight) | _/0/ | 24/12 - 10 | 130/12 | - | |
| | | | | | <u>Initials</u> | |
| 1. | Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17 | ') | Date: | 1/8/13 | D | |
| 2. | Original contract showing requested time (when available) | | Date: | 8/20/12 | @ | |
| 3. | Updated contracts as order changes. | | Date: | 10/29/12 | <u>&</u> | |
| 4. | Invoice of schedule as actually broadcas including amount of rebates given (exac | | | 10/30/12 | Ø. | |
| | date, time, class of time and amount for each rebate), if any | | Date: | 1/8/13 | <u>&</u> | |
| | | | Checklist Com | pleted: | | |
| | | Ву: | <u>di</u> | | | |
| | | Date: | 1/8/13 | • | | |

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| Station and | Date: | | | | | |
|---|--|------------------|--------------|-------------------|-------------------|--|
| Ü | JISH MILW | AUKEE | | | | |
| I,do hereby reque | st station time conc | erning the follo | owing issue: | | | |
| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | · Number of Weeks | |
| | Client | 'Sed 1 | rot pro | vile | | |
| Total Charg | jes: | | | | | |
| This broadcast time will be used by: | | | | | | |
| Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?" | | | | | | |
| | □ Yes | | | \square No | | |

| importance," list the na | "communicates a message reame of the legally qualified cand the date(s) of the election | andidate(s) the program | |
|---|--|--|----------------------|
| | | | |
| | communicates a message re reed Upon Schedule (Page 3 | | atter of national |
| I represent that the pay | ment for the above described | d broadcast time has bee | en furnished by: |
| | | | |
| - | to announce the time as paid if other than an individual I | | entity. The entity |
| a corporation; | a committee; an asso | ciation; \square or other u | nincorporated group. |
| | addresses of the chief executance and below (may be attack | · · · · · · · · · · · · · · · · · · · | and/or authorized |
| | NOT DISCRIMINATE OF TY IN THE PLACEMENT | | NATION ON THE BASIS |
| reasonable attorney's fees, advertisement(s). For the | told harmless the station for that may ensue from the broabove-stated broadcast(s) will be delivered to the st eduled broadcasts. | oadcast of the above-req , I also agree to prepar | juested |
| TO B | E SIGNED BY ISS | UE ADVERTISE | ER. |
| Date | Signature | Contact | Phone Number |
| TO BE | SIGNED BY STAT | ION REPRESEN | NTATIVE |
| Accepted | ☐ Accept | ed in Part | Rejected |
| HA | | - J.N | Till |
| / Signature | Print | ed Name | Title |

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

| | Contract / Revision | | | Alt Order # | | | |
|-------------------------|---------------------|-------------|------------|--------------|---------------|--|--|
| | 902331 | / 1 | | 06112211 | | | |
| Product Product | | | | | | | |
| NRSC | | | | | | | |
| Contract Dates | Estimate # | | | | | | |
| 10/24/12 - 10/30/12 | | | | | | | |
| Advertiser | | | <u>Ori</u> | ginal Date / | Revision | | |
| NRSC National Republica | an Senate Cor | nm | 0 | 8/20/12 | / 08/20/12 | | |
| | Billing Cycle | Billing | Cale | endar | Cash/Trade | | |
| | EOM/EOC | Broadcast | | | Cash | | |
| | Station | Accour | nt E | xecutive | Sales Office | | |
| | WISN | Will Hil | ldeb | randt | HRP -Washingt | | |
| | Special Handl | <u>linq</u> | | | | | |
| | Demographic | | | | | | |
| | Adults 25-54 | | | | | | |
| | | | | | | | |
| | IDB# | Adverti | ser | Code | Product Code | | |
| | 9912521 | | | | | | |
| | Agency Ref | | | Advertiser | Ref | | |
| | l | | | | | | |

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/24/12 10/26/12 News M-F 5a 5-6A :30 NM \$750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--\$250.00 3 WISN 10/29/12 10/30/12 News M-F 5a 5-6A :30 NM 2 \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$250.00 WISN 10/24/12 10/26/12 News M-F 6a 6-7A :30 NM 3 \$1,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$500.00 WISN 10/29/12 10/30/12 News M-F 6a 6-7A :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT----2 \$500.00 WISN 10/24/12 10/26/12 Good Morning America 7-9a:30 NM 3 \$1,500.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--\$500.00 3 WISN 10/29/12 Good Morning America 10/30/12 7-9a :30 NM 2 \$1,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 MT----\$500.00 WISN 10/24/12 10/26/12 LIVE WITH KELLY! 9-10am :30 NM 3 \$900,00 Start Date **End Date** <u>Weekdays</u> Spots/Week <u>Rate</u> Week: 10/22/12 10/28/12 --WTF--\$300.00 3 WISN 10/29/12 10/30/12 LIVE WITH KELLY! 9-10am :30 NM 2 \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MT---\$300.00 2 WISN 10/24/12 10/26/12 The View 10-11 am :30 NM 3 \$900.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 --WTF--3 \$300.00 10 WISN 10/29/12 10/30/12 The View 10-11am :30 NM 2 \$600.00 End Date Start Date Spots/Week Weekdays Rate Week: 10/29/12 11/04/12 \$300.00 2 11 WISN 10/24/12 10/26/12 THE CHEW 12P-1P :30 NM 3 \$600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



| | Contract / Revision | Alt Order# | | |
|-----------|---------------------|------------|--|--|
| | 902331 / 1 | 06112211 | | |
| act Dates | Product | Estimate # | | |

Contra 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision 08/20/12 / 08/20/12 NRSC National Republica

| | | Spots/ | | | |
|--|---------------------------|-----------------------|----------|-------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | e Type 9 | Spots | Amount |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | |
| Week: 10/22/12 10/28/12WTF 3 | \$200.00 | | | | |
| 12 WISN 10/29/12 10/30/12 THE CHEW Start Date End Date Weekdays Spots/Week | 12P-1P | :30 | NM | 2 | \$400.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$200.00 | | | | |
| 13 WISN 10/24/12 10/26/12 3-4p | 3-4p | :30 | NM | 3 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | | | Ψ1,500.00 |
| Week: 10/22/12 | \$500.00 | | | | |
| 14 WISN 10/29/12 10/30/12 3-4p | 3-4p | :30 | NM | 2 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$500.00 | | | | |
| 15 WISN 10/24/12 10/26/12 DR. OZ | 4P-5P | :30 | NM | • | £1 050 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | INIVI | 3 | \$1,650.00 |
| Week: 10/22/12 10/28/12WTF 3 | \$550.00 | | | | |
| 16 WISN 10/29/12 10/30/12 DR. OZ | 4P-5P | :30 | NM | 2 | \$1,100.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$550.00 | | I | | |
| | | | | _ | |
| 17 WISN 10/24/12 10/26/12 News M-F 5p Start Date End Date Weekdays Spots/Week | 5-530pm Rate | :30 | NM | 3 | \$2,550.00 |
| Week: 10/22/12 10/28/12WTF 3 | \$850.00 | | | | |
| 18 WISN 10/29/12 10/30/12 News M-F 5p | 5-530pm | :30 | NM | 2 | \$1,700.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | _ | + 1,7 00.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$850.00 | | | | |
| 19 WISN 10/24/12 10/26/12 News M-F 6p Start Date End Date Weekdays Spots/Week | 6-630pm | :30 | NM | 3 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | <u>Rate</u> \$1,000.00 | | | | |
| 20 WISN 10/29/12 10/30/12 News M-F 6p | 6-630pm | :30 | NM | 2 | \$2,000.00 |
| Start Date | Rate | , | | - | 42,000.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$1,000.00 | | | | |
| 21 WISN 10/24/12 10/26/12 Entertainment Tonigh | 630p-7pm | :30 | NM | 3 | \$2,400.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 wTF 3 | <u>Rate</u> \$800.00 | | | | |
| 22 WISN 10/29/12 10/30/12 Entertainment Tonigh | 630p-7pm | :30 | NM | 2 | P4 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | IVIVI | 2 | \$1,600.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$800.00 | | I | | |
| 23 WISN 10/24/12 10/26/12 Late News 10PM LTC | 10-1030p | :30 | NM | 2 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 W-F 2 | <u>Rate</u> \$1,500.00 | | | | |
| | | | | _ | |
| 24 WISN 10/29/12 10/30/12 Late News 10PM LTC Start Date End Date Weekdays Spots/Week | 10-1030p <u>Rate</u> | :30 | NM | 2 | \$3,000.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$1,500.00 | | | | |
| 25 WISN 10/25/12 10/25/12 Late News 1030PM LTC | 1030p-11p | :30 | NM | 1 | \$850.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | , , , , |
| Week; 10/22/12 10/28/121 1 | \$850.00 | | | | |
| 26 WISN 10/29/12 10/29/12 Late News 1030PM LTC | 1030p-11p | :30 | NM | 1 | \$850.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1 | <u>Rate</u> \$850.00 | | | | |
| 27 WISN 10/24/12 10/25/12 Nightline | 11p-1130p | :30 | NM | 2 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | 1.4141 | 2 | Ψ1,000.00 |
| | | | • | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearsl Television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contrad for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 902331 06112211 Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision NRSC National Republica 08/20/12 / 08/20/12

| *Line Ch Start Date End Date Description | Chard End Time | Spots/ | | | |
|--|------------------------------|--|-------------------|------|---|
| Start Date End Date Weekdays Spots/Week | Start/End Time Rate | Days Length Week Rate | TypeS | pots | Amount |
| Week: 10/22/12 10/28/12WT 2 | \$750.00 | | | | |
| 28 WISN 10/30/12 10/30/12 Nightline | 11p-1130p | :30 | NM | 1 | \$750.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1 | <u>Rate</u> \$750.00 | | | | |
| 29 WISN 10/29/12 10/29/12 DWTS | Prime Other | :30 | NM | 1 | \$5,000,00 |
| Start Date End Date Weekdays Spots/Week | Rate | .55 | 14(4) | ı | \$5,000.00 |
| | \$5,000.00 | | | | |
| Start Date End Date Weekdays Spots/Week | 7-9am Rate | :30 | МИ | 1 | \$350.00 |
| Week: 10/22/12 10/28/121- 1 | \$350.00 | | | | |
| 31 WISN 10/27/12 10/27/12 SA 5-530p Start Date End Date Weekdays Spots/Week | 5a-530p | :30 | NM | 1 | \$500.00 |
| Week: 10/22/12 10/28/121- Spots/Week | <u>Rate</u> \$500.00 | | | | |
| 32 WISN 10/27/12 10/27/12 News Sa 6p-7p | 6-7PM | :30 | NM | 1 | \$550.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1 | <u>Rate</u> \$550.00 | | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| 33 WISN 10/27/12 10/27/12 Sat ABC Prime Other | Prime Other | :30 | NM | 4 | £7.000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .50 | 14141 | 1 | \$7,000.00 |
| Week: 10/22/12 10/28/121- 1 <u>Spot Ch Date Range</u> Description | \$7,000.00 Start/End Time | Weekdays Length Rate | T | | |
| 1 WISN 10/22/12-10/28/12 Sat ABC Prime Other | Prime Other | <u>Weekdays Length Rate</u> Sa :30 \$7,000.00 | <u>Type</u> NM | | |
| See MG 33.2 2 WISN 10/22/12-10/28/12 ABC Prime College Footba | L 7.4000- | | | | |
| (h) MG for 33.1 10/27 | 1 7-1030p | Sa :30 \$7,000.00 | NM | | |
| 34 WISN 10/28/12 10/28/12 News Sun 7-9a | 7-9am | :30 | NM | 1 | \$300.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 | <u>Rate</u> \$300.00 | | | | 4-00.00 |
| 35 WISN 10/28/12 10/28/12 Sun 9-930A | 9-930A | :30 | NM | | **** |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .50 | 14141 | 1 | \$300.00 |
| Week: 10/22/12 10/28/121 1 | \$300.00 | | | | |
| 36 WISN 10/28/12 10/28/12 This Week With Georg Start Date End Date Weekdays Spots/Week | 930-1030am Rate | :30 | NM | 1 | \$850.00 |
| Week: 10/22/12 10/28/121 1 | \$850.00 | | | | |
| 37 WISN 10/28/12 10/28/12 News Sun 530pm | 530-6p | :30 | NM | 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 | <u>Rate</u> \$500.00 | | | | |
| 38 WISN 10/28/12 10/28/12 Late News 10pm LTC | 10p-1030p | :30 | NM | 1 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 | Rate | | | | Ψ1,500.00 |
| 39 WISN 10/28/12 10/28/12 Late News SU 1030PM | \$1,500.00 1030p-11p | .30 | NINA | | |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | :30 | NM | 1 | \$850.00 |
| Week: 10/22/12 10/28/121 1 | \$850.00 | | | | |
| N 40 WISN 10/27/12 10/27/12 Badgers Start Date End Date Weekdays Spots/Week | 230p-6p Rate | :30 | NM | 1 | \$8,500.00 |
| Week: 10/22/12 10/28/12S- 1 | \$8,500.00 | | | | |
| | | Totals | | 76 | 00 000 192 |

Totals 76 \$64,900.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Specified.

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| | 902331 / | <u>on</u> 1 | 061 12 211 |
|---------------------------------------|-----------------|----------------|---|
| Contract Dates 10/24/12 - 10/30/12 | Product NRSC | | Estimate # |
| Advertiser NRSC National Republica | | | iginal Date / Revision 08/20/12 / 08/20/12 |

| Time Period | # of Spots | Gross Amount | Net Amount | |
|--------------------|------------|--------------|-------------|--|
| 10/01/12 -10/28/12 | 49 | \$43,800.00 | \$37,230.00 | |
| 10/29/12 -10/30/12 | 27 | \$21,100.00 | \$17,935.00 | |
| Totals | 76 | \$64,900.00 | \$55,165.00 | |

| Signature: | | Date: | |
|------------|---|-------|--|
| | *************************************** | | |

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4, PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or fumished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) | The Station shall exercise normal precautions in handling of | f property and mail, but assumes no liability for loss or da | amage to program or commercial |
|----------------------------------|--|--|--------------------------------|
| materials and other property fum | ished by the Agency in connection with broadcasts hereunder. | The Station will not accept or process mail, correspond | ence, or telephone calls in |
| connection with broadcasts exce | pt after its pnor approval. | , , | · |

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mall, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

| | Contract / Re | vision | | Alt Order # | |
|-------------------------|----------------|----------|---------|-------------|---------------|
| | 902331 | / 3 | | 06112211 | |
| Product | | | | | |
| NRSC | | | | | |
| Contract Dates | Estimate # | | | | |
| 10/24/12 - 10/30/12 | | | | | |
| <u>Advertiser</u> | | | Ori | ginal Date | / Revision |
| NRSC National Republica | | | 0/24/12 | / 10/24/12 | |
| | Billing Cycle | Billing | Cal | endar | Cash/Trade |
| | EOM/EOC | Broado | ast | | Cash |
| | <u>Station</u> | Accour | nt E | xecutive | Sales Office |
| | WISN | Will Hil | ldeb | randt | HRP -Washingt |
| | Special Hand | ling | | | |
| | Demographic | | | | |
| | Adults 25-54 | | | | |
| | | | | | |
| | IDB# | Adverti | ser | Code | Product Code |
| | 9912521 | | | | |
| | Agency Ref | | | Advertiser | Ref |
| | | | | | |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|------------------------------------|---------------------------------|------------|------------|
| 1 WISN 10/24/12 10/26/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | 5-6A <u>Rate</u> \$250.00 | :30 | NM 3 | \$750.00 |
| 2 WISN 10/29/12 10/30/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 5-6A <u>Rate</u> \$250.00 | :30 | NM 2 | \$500.00 |
| 3 WISN 10/24/12 10/26/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3 | 6-7A <u>Rate</u> \$500.00 | :30 | NM 3 | \$1,500.00 |
| 4 WISN 10/29/12 10/30/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | 6-7A <u>Rate</u> \$500.00 | :30 | NM 2 | \$1,000.00 |
| 5 WISN 10/24/12 10/26/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3 | 7-9a <u>Rate</u> \$500.00 | :30 | NM 3 | \$1,500.00 |
| 6 WISN 10/29/12 10/30/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | 7-9a <u>Rate</u> \$500.00 | :30 | NM 2 | \$1,000.00 |
| 7 WISN 10/24/12 10/26/12 LIVE WITH KELLY! Start Date | 9-10am <u>Rate</u> \$300.00 | :30 | NM 3 | \$900.00 |
| 8 WISN 10/29/12 10/30/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 9-10am <u>Rate</u> \$300.00 | :30 | NM 2 | \$600.00 |
| 9 WISN 10/24/12 10/26/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3 | 10-11am <u>Rate</u> \$300.00 | :30 | NM 3 | \$900.00 |
| 10 WISN 10/29/12 10/30/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 10-11am <u>Rate</u> \$300.00 | :30 | NM 2 | \$600.00 |
| 11 WISN 10/24/12 10/26/12 THE CHEW | 12P-1P | :30 | NM 3 | \$600.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising and will account a station.

Hearst lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 902331 / 3 06112211 Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

| | | Sno | te! | | 1 | - |
|--|-------------------------------------|-----------------------|--------------------------------------|--------------------------|-------|---|
| *Line Ch Start Date End Date Description | Start/End Time | Spo Days Length We | | Туре 9 | Snote | Amount |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 wTF 3 | <u>Rate</u> \$200.00 | | | 1,500 | pota | Arriguill |
| 12 WISN 10/29/12 10/30/12 THE CHEW Start Date End Date Weekdays Spots/Week | 12P-1P_ | :30 | | NM | 2 | \$400.00 |
| Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$200.00 | | | | | |
| 13 WISN 10/24/12 10/26/12 3-4p Start Date End Date Weekdays Spots/Week | 3-4p Rate | :30 | | NM | 3 | \$1,500.00 |
| Week: 10/22/12 10/28/12WTF 3 | \$500.00 | | | | | |
| 14 WISN 10/29/12 10/30/12 3-4p Start Date End Date Weekdays Spots/Week | 3-4p | :30 | | NM | 2 | \$1,000.00 |
| Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$500.00 | | | | | |
| 15 WISN 10/24/12 10/26/12 DR. OZ | 4P-5P | :30 | | NM | 3 | \$1 GEO 00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 wfF 3 | Rate | | | 14141 | 3 | \$1,650.00 |
| 16 WISN 10/29/12 10/30/12 DR. OZ | \$550.00 4P-5P | | | | | |
| Start Date | Rate | :30 | | NM | 2 | \$1,100.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$550.00 | | | | | |
| N 17 WISN 10/24/12 10/26/12 News M-F 5p Start Date End Date Weekdays Spots/Week | 5-530pm | :30 | | NM | 11 | \$7,450.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3 | <u>Rate</u> \$850.00 | | | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Ty</u> pe | | |
| 3 WISN 10/22/12-10/28/12 News M-F 5p | 5-530pm | WThF :30 | \$850.00 | NM | | |
| See MG 17.4, 17.5, 17.6, 17.7, 17.8, 17.9, 17.10, 17.11, 17.1 4 WISN 10/29/12-10/30/12 Nightline | | MTu | 44 0-4 - - | | | |
| ® MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 11p-1130p | MTu: :30 | \$1,850.00 | NM | | |
| 5 WISN 10/29/12-10/30/12 Jimmy Kimmel | 1130-1230a | MTu :30 | \$375.00 | NM | | |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1 WISN 10/29/12-10/30/12 Jimmy Kimmel | 4400 4000 | | | | | |
| ⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 1130-1230a | MTu: :30 | \$375.00 | NM | | |
| 7 WISN 10/29/12-10/30/12 Jimmy Kimmel | 1130-1230a | MTu: :30 | \$375.00 | NM | | |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1 | | ,,,, | 40,0.00 | 14(4) | | |
| 8 WISN 10/29/12-10/30/12 Jimmy Kimmel ⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 1130-1230a | MTu: :30 | \$375.00 | NM | | |
| 9 WISN 10/29/12-10/30/12 DR. OZ | 4P-5P | MTu :30 | \$600.00 | NM | | |
| (B) MG for 19.1,17.3,21.3,21.1,21.2,23.1 | | | \$000.00 | 14141 | | |
| 10 WISN 10/29/12-10/30/12 DR. OZ | 4P-5P | MTu::30 | \$600.00 | NM | | |
| 11 WISN 10/29/12-10/30/12 DR. OZ | 4P-5P | MTu :30 | \$600.00 | NIM | | |
| (b) MG for 19.1,17.3,21.3,21.1,21.2,23.1 | | ,50 | \$600.00 | MM | | |
| 12 WISN 10/29/12-10/30/12 DR. OZ MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 4P-5P | MTu: :30 | \$600.00 | NM | | |
| 18 WISN 10/29/12 10/30/12 News M-F 5p | 5 500 | | | | | |
| Start Date End Date Weekdays Spots/Week | 5-530pm Rate | :30 | | NM | 2 | \$1,700.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$850.00 | | | | | |
| N 19 WISN 10/24/12 10/26/12 News M-F 6p | 6-630pm | :30 | | NM | 2 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 wTF 3 | Rate \$1,000,00 | | | | | ₩ ₽1000.00 |
| Spot Ch Date Range Description | \$1,000.00 <u>Start/End Time</u> | Weekdays Length | Poto | T. | | |
| 1 WISN 10/22/12-10/28/12 News M-F 6p | 6-630pm | WThF :30 | <u>Rate</u> \$1,000.00 | <u>Type</u> <i>NM</i> | | |
| See MG 17.4, 17.5, 17.6, 17.7, 17.8, 17.9, 17.10, 17.11, 17.12 | 2 | | | | | |

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Specified.

Hearst television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 902331 06112211 / 3

Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

| | | Spots/ | | - |
|--|---------------------------|------------------------------|-------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| 20 WISN 10/29/12 10/30/12 News M-F 6p Start Date End Date Weekdays Spots/Week | 6-630pm Rate | :30 | NM 2 | \$2,000.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$1,000,00 | | | |
| N 21 WISN 10/24/12 10/26/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week | 630p-7pm | :30 | NM 0 | \$0.00 |
| Week: 10/22/12 10/28/12WTF 3 | <u>Rate</u> \$800.00 | | | |
| Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Entertainment Tonigh | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 | 630p-7pm 2 | WThF :30 \$800.00 | NM | |
| 2 WISN 10/22/12-10/28/12 Entertainment Tonigh | 630p-7pm | WThF :30 \$800.00 | NM | |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 3 WISN 10/22/12-10/28/12 Entertainment Tonigh | 2 630p-7pm | WThF :30 \$800.00 | NM | |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 | 2 | .50 \$55.05 | 74141 | |
| 22 WISN 10/29/12 10/30/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week | 630p-7pm | :30 | NM 2 | \$1,600.00 |
| Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$800.00 | | | |
| N 23 WISN 10/24/12 10/26/12 Late News 10PM LTC | 10-1030p | :30 | NM 1 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12w-F 2 | <u>Rate</u> \$1,500.00 | | | - |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/22/12-10/28/12 Late News 10PM LTC See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 | 10-1030p | WF :30 \$1,500.00 | NM | |
| 24 WISN 10/29/12 10/30/12 Late News 10PM LTC | 10-1030p | :30 | NM 2 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$1,500.00 | | | Ψ5,000.00 |
| 25 WISN 10/25/12 10/25/12 Late News 1030PM LTC | 1030p-11p | :30 | NM 1 | \$850.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1 | <u>Rate</u> \$850.00 | | | ,,,,,,, |
| 26 WISN 10/29/12 10/29/12 Late News 1030PM LTC | 1030p-11p | :30 | NM 1 | \$850.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1 | <u>Rate</u> \$850.00 | | | Ψ000.00 |
| 27 WISN 10/24/12 10/25/12 Nightline | 11p-1130p | :30 | NM 2 | P4 500 00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | NM 2 | \$1,500.00 |
| Week: 10/22/12 | \$750.00 11p-1130p | | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 1 | \$750.00 |
| Week: 10/29/12 11/04/12 -1 1 29 WISN 10/29/12 10/29/12 DWTS | \$750.00 | | | |
| Start Date End Date Weekdays Spots/Week | Prime Other Rate | :30 | NM 1 | \$5,000.00 |
| Week: 10/29/12 11/04/12 1 1 | \$5,000.00 | | | |
| 30 WISN 10/27/12 10/27/12 News Sat 7-9a Start Date End Date Weekdays Spots/Week | 7-9am <u>Rate</u> | :30 | NM 1 | \$350.00 |
| Week: 10/22/12 10/28/121- 1 | \$350.00 | | | |
| 31 WISN 10/27/12 10/27/12 SA 5-530p | 5a-530p | :30 | NM 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1 | <u>Rate</u> \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/22/12-10/28/12 SA 5-530p See MG 31.2 | 5a-530p | Sa :30 \$500.00 | NM | |
| 2 WISN 10/28/12-10/28/12 Chris Matthews | *1030-11A | st :30 \$500.00 | ММ | |
| ⊕ MG for 31.1 10/27 | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

(LINE TRANSCUORS. IN - New, E = EQUECO, D = Detector)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 902331 / 3 06112211

Contract Dates Product Estimate# 10/24/12 - 10/30/12 NRSC

<u>Advertiser</u> Original Date / Revision NRSC National Republica 10/24/12 / 10/24/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount 32 WISN 10/27/12 10/27/12 News Sa 6p-7p 6-7PM :30 NM \$550.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1-\$550.00 33 WISN 10/27/12 10/27/12 Sat ABC Prime Other Prime Other :30 NM \$7,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 \$7,000.00 10/28/12 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/22/12-10/28/12 Sat ABC Prime Other Prime Other ----**--**Sa--:30 \$7,000.00 NM See MG 33.2 2 WISN 10/22/12-10/28/12 ABC Prime College Footbal 7-1030p -----Sa--:30 \$7,000.00 NN MG for 33.1 10/27 34 WISN 10/28/12 10/28/12 News Sun 7-9a 7-9am :30 NM \$300.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1 1 \$300.00 35 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM \$300.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1 \$300.00 36 WISN 10/28/12 This Week With Georg 10/28/12 930-1030am :30 NM 1 \$850.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 1 \$850.00 530-6p WISN 10/28/12 10/28/12 News Sun 530pm :30 NM \$500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$500.00 1 38 WISN 10/28/12 10/28/12 Late News 10pm LTC 10p-1030p :30 NM \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1 \$1,500.00 WISN 10/28/12 10/28/12 Late News SU 1030PM 1030p-11p :30 NM \$850.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$850.00 1 WISN 10/27/12 10/27/12 Badgers 230p-6p :30 NM \$8,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$8,500.00 1 WISN 10/25/12 10/25/12 Thu 7-8p Last Resort :30 NM \$3,750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ---T---\$3,750.00 1 80 Totals \$68,650.00

| Time Period | # of Spots | Gross Amount | Net Amount | | |
|--------------------|------------|--------------|-------------|--|--|
| 10/01/12 -10/28/12 | 44 | \$41,800.00 | \$35,530.00 | | |
| 10/29/12 -10/30/12 | 36 | \$26,850.00 | \$22,822.50 | | |
| Totals | 80 | \$68,650,00 | \$58,352,50 | | |

| Ciamatura | <u>.</u> . | |
|------------|------------|--|
| Signature: | Date: | |
| | Dato. | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

TERMS AND STANOARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entify ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Paragraph 7. (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXEO RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INOEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf hold harmless Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any

8. CONSEQUENTIAL OAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service, all references herein to Agency shall allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Product Code

Contract Agreement Between: CONTRACT WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

Contract / Revision Alt Order# 902331 06112211 Product NRSC Contract Dates Estimate # 10/24/12 - 10/30/12 Advertiser Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republican Senate Comm Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN HRP -Washingt Will Hildebrandt Special Handling Demographic Adults 25-54

Advertiser Code

Advertiser Ref

IDB#

9912521 Agency Ref

| *Line Ch Start Date End Date Description | Charles at Time | Spots/ | - | |
|---|------------------------------------|-----------------------|------------|------------|
| | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| 1 WISN 10/24/12 10/26/12 News M-F 5a <u>Start Date End Date Weekdays Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | 5-6A <u>Rate</u> \$250.00 | :30 | NM 3 | \$750.00 |
| 2 WISN 10/29/12 10/30/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 5-6A <u>Rate</u> \$250.00 | :30 | NM 2 | \$500.00 |
| 3 WISN 10/24/12 10/26/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | 6-7A <u>Rate</u> \$500.00 | :30 | NM 3 | \$1,500.00 |
| 4 WISN 10/29/12 10/30/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | 6-7A <u>Rate</u> \$500.00 | :30 | NM 2 | \$1,000.00 |
| 5 WISN 10/24/12 10/26/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12wTF 3 | 7-9a <u>Rate</u> \$500,00 | :30 | NM 3 | \$1,500.00 |
| 6 WISN 10/29/12 10/30/12 Good Morning America Start Date | 7-9a <u>Rate</u> \$500.00 | :30 | NM 2 | \$1,000.00 |
| 7 WISN 10/24/12 10/26/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | 9-10am <u>Rate</u> \$300.00 | :30 | NM 3 | \$900.00 |
| 8 WISN 10/29/12 10/30/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 9-10am <u>Rate</u> \$300.00 | :30 | NM 2 | \$600.00 |
| 9 WISN 10/24/12 10/26/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | 10-11am <u>Rate</u> \$300.00 | :30 | NM 3 | \$900.00 |
| 10 WISN 10/29/12 10/30/12 The View <u>Start Date End Date Weekdays Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 10-11am <u>Rate</u> \$300.00 | :30 | NM 2 | \$600.00 |
| 11 WISN 10/24/12 10/26/12 THE CHEW | 12P-1P | :30 | NM 3 | \$600,00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 902331 06112211 / 4

Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

| | | Spots/ | | | |
|--|---------------------------|---------------------------------------|-------------------|------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | TypeS | pots | Amount |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | <u>Rate</u> \$200.00 | | | | |
| 12 WISN 10/29/12 10/30/12 THE CHEW | 12P-1P | :30 | NM | 2 | \$400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$200.00 | | | | |
| 13 WISN 10/24/12 10/26/12 3-4p | 3-4p | :30 | NM | 3 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | _ | 4.11-44.44 |
| Week: 10/22/12 10/28/12WTF 3 14 WISN 10/29/12 10/30/12 3-4p | \$500.00 | -20 | NILL | | 24 222 22 |
| Start Date End Date Weekdays Spots/Week | 3-4p <u>Rate</u> | :30 | NM | 2 | \$1,000.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$500.00 | | | | |
| 15 WISN 10/24/12 10/26/12 DR. OZ | 4P-5P | :30 | NM | 3 | \$1,650.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | <u>Rate</u> \$550.00 | | | | |
| 16 WISN 10/29/12 10/30/12 DR. OZ | 4P-5P | :30 | NM | 2 | \$1,100.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$550.00 | | | | |
| N 17 WISN 10/24/12 10/26/12 News M-F 5p | 5-530pm | :30 | NM | 10 | EE E00 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | IAIAI | 10 | \$6,600.00 |
| Week: 10/22/12 | \$850.00 | Manufacture Laurette Date | <u></u> | | |
| Spot Ch Date Range Description 1 W/SN 10/22/12-10/28/12 News M-F 5p | Start/End Time 5-530pm | Weekdays Length RatewThF :30 \$850.00 | <u>Type</u> NM | | |
| Credited | - | | | | |
| 3 WISN 10/22/12-10/28/12 News M-F 5p | 5-530 <i>pm</i> | wThF :30 \$8 50.00 | NM | | |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1 4 WISN 10/29/12-10/30/12 Nightline | 2 11p-1130p | MTu :30 \$1,850.00 | NM | | |
| (h) MG for 19.1,17.3,21.3,21.1,21.2,23.1 | | | | | |
| 5 WISN 10/29/12-10/30/12 Jimmy Kimmel MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 1130-1230a | MTu: :30 \$375.00 | NM | | |
| 6 WISN 10/29/12-10/30/12 Jimmy Kimmel | 1130-1230a | MTu: 30 \$375.00 | NM | | |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 4400 4000 | |] | | |
| 7 WISN 10/29/12-10/30/12 Jimmy Kimmel MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 1130-1230a | MTu :30 \$375.00 | NM | | |
| 8 WISN 10/29/12-10/30/12 Jimmy Kimmel | 1130-1230a | MTu :30 \$375.00 | NM | | |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1 WISN 10/29/12-10/30/12 DR. OZ | 4P-5P | MTu :30 \$600.00 | NIA. | | |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 46-96 | MTu :30 \$600.00 | NM | | |
| 10 WISN 10/29/12-10/30/12 DR. OZ | 4P-5P | MTu :30 \$600.00 | NM | | |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1 WISN 10/29/12-10/30/12 DR. OZ | 4P-5P | MTu: :30 \$600.00 | NM | | |
| ® MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 5. | .55 \$600.55 | 14141 | | |
| 12 WISN 10/29/12-10/30/12 DR. OZ | 4P-5P | MTu :30 \$600.00 | NM | | |
| ───────────────────────────────────── | E 520mm | .20 | | • | 74 700 00 |
| Start Date End Date Weekdays Spots/Week | 5-530pm Rate | :30 | NM | 2 | \$1,700.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$850.00 | | | | |
| N 19 WISN 10/24/12 10/26/12 News M-F 6p | 6-630pm | :30 | NM | 1 | \$1,000.00 |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/12wTF3 | <u>Rate</u> \$1,000.00 | | | | |
| | | | | | |

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| | Contract / Revision | Alt Order # |
|------|---------------------|-------------|
| | 902331 / 4 | 06112211 |
| | | |
| ates | Product | Estimate # |

Contract Da NRSC 10/24/12 - 10/30/12

Advertiser Original Date / Revision 10/29/12 / 10/29/12 NRSC National Republica

| | | Spots/ | | | |
|--|---------------------------|-------------------------|---|------|---------------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week R | ate TypeS | pots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Spot Ch Date Range Description | Start/End Time | | Rate <u>Type</u> | | |
| 1 W/SN 10/22/12-10/28/12 News M-F 6p See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1 | 6-630 <i>pm</i> | wThF :30 \$1,000 |).00 NM | | |
| 3 WISN 10/22/12-10/28/12 News M-F 6p | 6-630 <i>pm</i> | WThF :30 \$1,000 | 0.00 NM | | |
| Credited | о обории | .50 \$7,000 | 10101 | | |
| 20 WISN 10/29/12 10/30/12 News M-F 6p | 6-630pm | :30 | NM | 2 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | 14101 | 2 | \$2,000.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$1,000.00 | | | | |
| 21 WISN 10/24/12 10/26/12 Entertainment Tonigh | 630p-7pm | :30 | NM | 0 | \$0.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | 40.00 |
| Week: 10/22/12 | \$800.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | | Rate <u>Type</u> | | |
| 1 W/SN 10/22/12-10/28/12 Entertainment Tonigh See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1 | 630p-7pm | wThF :30 \$800 |).00 NM | | |
| 2 WISN 10/22/12-10/28/12 Entertainment Tonigh | 630p-7pm | WThF :30 \$8 <i>9</i> 6 | | | |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1 | | 55 \$550 | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | |
| 3 WISN 10/22/12-10/28/12 Entertainment Tonigh | 630p-7pm | wThF :30 \$800 | 0.00 NM | | |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1 | 2 | | | | |
| 22 WISN 10/29/12 10/30/12 Entertainment Tonigh | 630p-7pm | :30 | NM | 2 | \$1,600.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 10/29/12 11/04/12 MT 2 | \$800.00 | | | | |
| N 23 WISN 10/24/12 10/26/12 Late News 10PM LTC | 10-1030p | :30 | NM | 0 | \$0.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 w-F 2 | <u>Rate</u> \$1,500.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length F | Rate Type | | |
| 1 WISN 10/22/12-10/28/12 Late News 10PM LTC | 10-1030p | WF :30 \$1.500 | | | |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1 | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | |
| 2 WISN 10/22/12-10/28/12 Late News 10PM LTC | 10-1030p | WF :30 <i>\$1,50</i> 6 | 0.00 NM | | |
| Credited | | | | | |
| 24 WISN 10/29/12 10/30/12 Late News 10PM LTC | 10-1030p | :30 | NM | 2 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | Rate | | <u> </u> | | |
| | \$1,500.00 | | | | |
| 25 WISN 10/25/12 10/25/12 Late News 1030PM LTC | 1030p-11p | :30 | NM | 1 | \$850.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1 | <u>Rate</u> \$850.00 | | | | |
| 26 WISN 10/29/12 10/29/12 Late News 1030PM LTC | | .20 | | | |
| Start Date End Date Weekdays Spots/Week | 1030p-11p <u>Rate</u> | :30 | NM | 1 | \$850.00 |
| Week: 10/29/12 11/04/12 1 1 | \$8 <i>5</i> 0.00 | | | | |
| 27 WISN 10/24/12 10/25/12 Nightline | 11p-1130p | :30 | NM | 2 | \$1, <i>5</i> 00.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | (""" | - | Ψ1,500.00 |
| Week: 10/22/12 | \$750.00 | | | | |
| 28 WISN 10/30/12 10/30/12 Nightline | 11p-1130p | :30 | NM | 1 | \$7 <i>5</i> 0.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 10/29/12 11/04/12 -1 1 | \$7 <i>5</i> 0.00 | | | | |
| 29 WISN 10/29/12 10/29/12 DWTS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> | Prime Other | :30 | NM | 1 | \$5,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 1 1 | <u>Rate</u> \$5,000.00 | | | | |
| 30 WISN 10/27/12 10/27/12 News Sat 7-9a | | .20 | | 4 | 00 |
| 00 -11014 10121112 10121112 146W3 Odt 1-34 | 7-9am | :30 | NM | 1 | \$3 <i>5</i> 0.00 |

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Contract / Revision Alt Order# 902331 06112211 Contract Dates Product Estimate # 10/24/12 - 10/30/12 NRSC

Advertiser Original Date / Revision NRSC National Republica 10/29/12 / 10/29/12

Spots/ Ch Start Date End Date Description *Line Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$350.00 31 WISN 10/27/12 10/27/12 SA 5-530p 5a-530p :30 NM \$500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 \$500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Type Rate 1 WISN 10/22/12-10/28/12 SA 5-530p -----Sa--5a-530p :30 \$500.00 NM See MG 31.2 2 WISN 10/28/12-10/28/12 Chris Matthews *1030-11A -----SL :30 \$500.00 NM MG for 31.1 10/27 32 WISN 10/27/12 10/27/12 News Sa 6p-7p 6-7PM :30 NM \$0.00 Start Date Weekdays End Date Spots/Week Rate Week: 10/22/12 10/28/12 ----1-\$550.00 Spot Ch Description Date Range Start/End Time <u>Weekdays</u> Length Rate Type 1 WISN 10/22/12-10/28/12 News Sa 6p-7p -----Sa-**-**6-7PM :30 \$550.00 NM Credited 33 WISN 10/27/12 10/27/12 Sat ABC Prime Other Prime Other :30 NM \$7,000.00 Start Date End Date Spots/Week Weekdays Rate Week: 10/22/12 10/28/12 ----1-\$7,000.00 Spot Ch Date Range **Description** <u>Weekdays</u> Start/End Time Length Rate Type 1 W/SN 10/22/12-10/28/12 Sat ABC Prime Other Prime Other -----Sa--:30 \$7,000.00 NM 2 WISN 10/22/12-10/28/12 ABC Prime College Footbal 7-1030p -----Sa--:30 \$7,000.00 NM MG for 33.1 10/27 34 WISN 10/28/12 10/28/12 News Sun 7-9a 7-9am :30 NM 1 \$300.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 1 \$300.00 10/28/12 Sun 9-930A 35 WISN 10/28/12 9-930A :30 NM 1 \$300.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 ----1 1 \$300.00 36 WISN 10/28/12 This Week With Georg 10/28/12 930-1030am :30 NM \$850.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1 \$850.00 37 WISN 10/28/12 10/28/12 News Sun 530pm 530-6p :30 NM 1 \$500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 ----1 1 \$500.00 38 WISN 10/28/12 10/28/12 Late News 10pm LTC 10p-1030p :30 NM 1 \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$1,500.00 39 WISN 10/28/12 10/28/12 Late News SU 1030PM 1030p-11p :30 NM 1 \$850.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 1 \$850.00 40 WISN 10/27/12 10/27/12 Badgers 230p-6p :30 NM 1 \$8,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----5-\$8,500.00 41 WISN 10/25/12 10/25/12 Last Resort Thu 7-8p :30 NM 1 \$3,750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ---T---1 \$3,750,00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Totals

76

\$64,750.00

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Print Date 10/29/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | <u>Contract / Rev</u> 902331 | vision / 4 | Alt Order # 06112211 | |
|---------------------------------------|---------------------------------|---------------|---|--|
| Contract Dates 10/24/12 - 10/30/12 | Product NRSC | | Estimate # | |
| Advertiser NRSC National Repub | lica | <u> </u> | Original Date / Revision 10/29/12 / 10/29/12 | |

| Time Period | # of Spots | Gross Amount | Net Amount | |
|--------------------|------------|--------------|-------------|--|
| 10/01/12 -10/28/12 | 40 | \$37,900.00 | \$32,215.00 | |
| 10/29/12 -10/30/12 | 36 | \$26,850.00 | \$22,822.50 | |
| Totals | 76 | \$64,750.00 | \$55,037.50 | |

| Signature: | | Date: | |
|------------|--|-------|---|
| | | | · |

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisty the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notity and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) | The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia |
|-------------------------------------|---|
| materials and other property furnis | led by the Agency in connection with broadcasts hereunder. The Station will not accept or process mall, correspondence, or telephone calls in |
| connection with broadcasts except | after its prior approval. |

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Advertiser Ref

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

| | Contract / Re | wicion | | A 14 (C) = -1 = - | a |
|-------------------------|--------------------|------------------|------|-------------------|---------------|
| | | VISION | | Alt Order | <u>#</u> |
| | 902331 | / 5 | | 06112211 | |
| Product | | | | | |
| NRSC | | | | | |
| Contract Dates | Estimate # | | | | |
| 10/24/12 - 10/30/12 | | | | | |
| <u>Advertiser</u> | | | Ori | ginal Date | / Revision |
| NRSC National Republica | ın Senate Coı | mm | | 0/31/12 | / 10/31/12 |
| | Billing Cycle | Billing | Cale | endar | Cash/Trade |
| | EOM/EOC | Broado | ast | | Cash |
| | Station | Accour | nt E | xecutive | Sales Office |
| | WISN | Will Hil | ldeb | randt | HRP -Washingt |
| | Special Hand | ling | | | |
| | | | | | |
| | <u>Demographic</u> | | | | |
| | Adults 25-54 | | | | |
| | | | | | |
| | | | | | |
| [| IDB# | <u>Adverti</u> : | ser | Code | Product Code |
| | 9912521 | | | | |
| Ī, | Agency Ref | | 1 | Advertiser | Ref |

| *Line Ch Start Date End Date Description 1 WISN 10/24/12 10/26/12 News M-F 5a | Start/End Time | Spots/ Days Length Week Rate | Type Spot | s Amount |
|--|------------------------------------|---------------------------------|-----------|--------------|
| Start Date Week: 10/22/12End Date 10/28/12Weekdays WTFSpots/Week | 5-6A <u>Rate</u> \$250.00 | :30 | | 3 \$750.00 |
| 2 WISN 10/29/12 10/30/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | 5-6A <u>Rate</u> \$250.00 | :30 | NM | 2 \$500.00 |
| 3 WISN 10/24/12 10/26/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3 | 6-7A <u>Rate</u> \$500.00 | :30 | NM | 3 \$1,500.00 |
| 4 WISN 10/29/12 10/30/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 6-7A <u>Rate</u> \$500.00 | :30 | NM | 2 \$1,000.00 |
| 5 WISN 10/24/12 10/26/12 Good Morning America Start Date | 7-9a <u>Rate</u> \$500.00 | :30 | NM | 3 \$1,500.00 |
| 6 WISN 10/29/12 10/30/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 7-9a <u>Rate</u> \$500.00 | :30 | NM | 2 \$1,000.00 |
| 7 WISN 10/24/12 10/26/12 LIVE WITH KELLY! Start Date | 9-10am <u>Rate</u> \$300.00 | :30 | NM ; | 3 \$900.00 |
| 8 WISN 10/29/12 10/30/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 9-10am <u>Rate</u> \$300.00 | :30 | NM : | \$600.00 |
| 9 WISN 10/24/12 10/26/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | 10-11am <u>Rate</u> \$300.00 | :30 | NM 3 | \$900.00 |
| 10 WISN 10/29/12 10/30/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 MT 2 | 10-11am <u>Rate</u> \$300.00 | :30 | NM 2 | \$600.00 |
| 11 WISN 10/24/12 10/26/12 THE CHEW | 12P-1P | :30 | NM 3 | \$600.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Specified.

Specified.

Hearst Television inc. does not discriminate in the sale of advertising lime, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



| | Contract / Revision 902331 / 5 | Alt Order # 06112211 |
|---------------------------------------|-----------------------------------|---|
| Contract Dates 10/24/12 - 10/30/12 | Product NRSC | Estimate # |
| Advertiser NRSC National Repub | | Original Date / Revision 10/31/12 / 10/31/12 |

| *Line Oh Ohat D. E. th | | | Spc | ots/ | | | |
|---|----------------------------|------------------|---------------|----------------------|-------------|-------|------------------|
| *Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week | Start/End Time | Days Le | ngth We | ek Rate | Type | Spots | Amount |
| Week: 10/22/12 10/28/12WTF 3 | <u>Rate</u> \$200.00 | | | | | | |
| 12 WISN 10/29/12 10/30/12 THE CHEW | 12P-1P | | :30 | | NM | 2 | \$400.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$200.00 | | | | | ~ | ₩400.00 |
| 13 WISN 10/24/12 10/26/12 3-4p | 3-4p | | -20 | | | | |
| Start Date End Date Weekdays Spots/Week | Rate | | :30 | | NM | 3 | \$1,500.00 |
| | \$500.00 | | | | | | |
| 14 WISN 10/29/12 10/30/12 3-4p Start Date End Date Weekdays Spots/Week | 3-4p | | :30 | - | NM | 2 | \$1,000.00 |
| Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$500.00 | | | | | | · |
| 15 WISN 10/24/12 10/26/12 DR. OZ | 4P-5P | ···· | :30 | | NINA | 0 | 04.050.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3 | <u>Rate</u> | | .00 | | NM | 3 | \$1,650.00 |
| | \$550.00 | | | | | | |
| 16 WISN 10/29/12 10/30/12 DR. OZ Start Date End Date Weekdays Spots/Week | 4P-5P | | :30 | | NM | 2 | \$1,100.00 |
| Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$550.00 | | | | l | | |
| E 17 WISN 10/24/12 10/26/12 News M-F 5p | 5-530pm | | :30 | | NM | 10 | 00 000 00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12WTF 3 | Rate | | | | 14101 | 10 | \$6,600.00 |
| week: 10/22/12 10/28/12WTF 3 Spot Ch Date Range Description | \$850.00 Start/End Time | Modeles | | | | | |
| 1 W/SN 10/22/12-10/28/12 News M-F 5p | 5-530pm | Weekdays WThF | Length :30 | <u>Rate</u> | <u>Type</u> | | |
| Credited | • обарии | W 1 (() = | .50 | \$ 850.00 | NM | | |
| 3 W/SN 10/22/12-10/28/12 News M-F 5p | 5-530pm | WThF | :30 | \$850.00 | NM | | |
| See MG 17.4, 17.5, 17.6, 17.7, 17.8, 17.9, 17.10, 17.11, 17.1. 4 WISN 10/29/12-10/30/12 Nightline | 2 11p-1130p | 1477 | | | | | |
| (b) MG for 19.1,17.3,21.3,21.1,21.2,23.1 | тр-ттоор | MTu | :30 | \$1,850.00 | NM | | |
| 5 WISN 10/29/12-10/30/12 Jimmy Kimmel | 1130-1230a | MTu | :30 | \$375.00 | NM | | |
| MG for 19.1,17.3,21.3,21.1,21.2,23.1 WISN 10/29/12-10/30/12 Jimmy Kimmel | | | | | , ,,,,, | | |
| ⊕ MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 1130-1230a | MTu | :30 | \$375.00 | NM | | |
| 7 WISN 10/29/12-10/30/12 Jimmy Kimmel | 1130-1230a | MTu | :30 | \$375.00 | AIRA | | |
| (f) MG for 19.1,17.3,21.3,21.1,21.2,23.1 | | | .00 | Ψ0.0.00 | MM | | |
| LR- Network Program Runover 8 WISN 10/29/12-10/30/12 Jimmy Kimmel | 1420 4000- | | | | | | |
| (f) MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 1130-1230a | MTu | :30 | \$375.00 | NM | | |
| 9 WISN 10/29/12-10/30/12 DR. OZ | 4P-5P | MTu | :30 | \$600.00 | NM | | |
| | | | | 4 000.00 | T NIVI | | |
| (b) MG for 19.1,17.3,21.3,21.1,21.2,23.1 | 4P-5P | MTu | :30 | \$600.00 | NM | | |
| 11 WISN 10/29/12-10/30/12 DR, OZ | 4P-5P | MTu | :30 | ¢e00.00 | | | |
| (f) MG for 19.1,17.3,21.3,21.1,21.2,23.1 | | | .50 | \$600.00 | NM | | |
| 12 WISN 10/29/12-10/30/12 DR. OZ | 4P-5P | MTu | :30 | \$600.00 | NM | | |
| → MG for 19.1,17.3,21.3,21.1,21.2,23.1 18 WISN 10/29/12 10/30/12 News M-F 5p | | | | | | | |
| Start Date End Date Weekdays Spots/Week | 5-530pm | | :30 | | NM | 2 | \$1,700.00 |
| Week: 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$850.00 | | | | | | |
| E 19 WISN 10/24/12 10/26/12 News M-F 6p | 6-630pm | | :30 | | NM | | #4.000.05 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12wTF 3 | <u>Rate</u> | | .50 | | IAIAI | 1 | \$1,000.00 |
| week: 10/22/12 10/28/12WTF 3 | \$1,000.00 | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intention of the basic of case of advertising time.

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



| | Contract / Rev 902331 | <u>/ision</u> / 5 | Alt Order # 06112211 | |
|---------------------------------------|--------------------------|----------------------|--|--|
| Contract Dates 10/24/12 - 10/30/12 | Product NRSC | | Estimate # | |
| Advertiser NRSC National Repub | lica | - 1 | ginal Date / Revision 10/31/12 / 10/31/12 | |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|---------------------------|-------------------------------|-------------|------------|
| <u>Start Date End Date</u> <u>Weekdays Spots/Week</u> <u>Spot Ch Date Range</u> Description | Rate | | Type Spots | Amount |
| <u>Spot Ch </u> | Start/End Time 6-630pm | Weekdays Length Rate | <u>Type</u> | |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10.17.11.17.1 | 12 | WThF :30 \$1,000.00 | NM | |
| 3 WISN 10/22/12-10/28/12 News M-F 6p Credited | 6-630pm | WThF :30 \$1,000.00 | NM | |
| 20 WISN 10/29/12 10/30/12 News M-F 6p | 6-630pm | ;30 | | |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MT 2 | Rate \$1,000.00 | .30 | NM 2 | \$2,000.00 |
| E 21 WISN 10/24/12 10/26/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week | 630p-7pm | :30 | NM o | \$0.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12WTF 3 | <u>Rate</u> \$800.00 | | | Ψ0.00 |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 1 W/SN 10/22/12-10/28/12 Entertainment Tonigh See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1 | 630 <i>p-7pm</i> | wThF :30 \$800.00 | NM | |
| 2 W/SN 10/22/12-10/28/12 Entertainment Tonigh See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10.17.11.17.1 | 630p-7pm | WThF :30 \$800.00 | NM | |
| 3 WISN 10/22/12-10/28/12 Entertainment Tonigh | 630p-7nm | WThF :30 \$890.00 | NM | |
| See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.1 22 WISN 10/29/12 10/30/12 Entertainment Tonigh | | | | |
| Start Date End Date Weekdays Spots/Week | 630p-7pm Rate | :30 | NM 2 | \$1,600.00 |
| Week: 10/29/12 11/04/12 MT 2 | \$800.00 | | | |
| E 23 WISN 10/24/12 10/26/12 Late News 10PM LTC Start Date End Date Weekdays Spots/Week | 10-1030p | :30 | NM 0 | \$0.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 W-F 2 | <u>Rate</u> \$1,500.00 | | | ***** |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 W/SN 10/22/12-10/28/12 Late News 10PM LTC See MG 17.4,17.5,17.6,17.7,17.8,17.9,17.10,17.11,17.12 | 10-1030p | WF :30 \$1,500.00 | NM | |
| 2 WISN 10/22/12-10/28/12 Late News 10PM LTC | 2 10-1030p | WF :30 \$1.500.00 | | |
| Credited | , σ , σσορ | WF :30 \$ 1,500.00 | NM | |
| 24 WISN 10/29/12 10/30/12 Late News 10PM LTC Start Date End Date Weekdays Snots/Week | 10-1030p | :30 | NM 2 | \$3,000.00 |
| Week: 10/29/12 End Date Weekdays Spots/Week | <u>Rate</u> \$1,500.00 | | | Ψ0,500.50 |
| 25 WISN 10/25/12 10/25/12 Late News 1030PM LTC | 1030p-11p | :30 | | |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | NM 1 | \$850.00 |
| | \$850.00 | | | |
| 26 WISN 10/29/12 10/29/12 Late News 1030PM LTC Start Date End Date Weekdays Spots/Week | 1030p-11p | :30 | NM 1 | \$850.00 |
| Week: 10/29/12 11/04/12 1 1 | <u>Rate</u> \$850.00 | | | |
| 27 WISN 10/24/12 10/25/12 Nightline | 11p-1130p | :30 | NM 2 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 wT 2 | <u>Rate</u> \$750.00 | | | Ψ1,500.00 |
| 28 WISN 10/30/12 10/30/12 Nightline | 11p-1130p | :30 | N/R.C | 4- |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | NM 1 | \$750.00 |
| | \$750.00 | | | |
| 29 WISN 10/29/12 10/29/12 DWTS Start Date End Date Weekdays Spots/Week | Prime Other Rate | :30 | NM 1 | \$5,000.00 |
| Week: 10/29/12 11/04/12 1 1 | \$5,000.00 | | | |
| 30 WISN 10/27/12 10/27/12 News Sat 7-9a | 7-9am | :30 | NM 1 | \$350.00 |
| | | | • | 4000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stalion the amount of any bills rendered by stalion within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will proceed a advertising time.

specified.

HearsI television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 902331 / 5 06112211 Contract Dates Product Estimate# 10/24/12 - 10/30/12 NRSC Advertiser Original Date / Revision NRSC National Republica 10/31/12 / 10/31/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | TypeSpots | Δ |
|---|---------------------------|--|-------------|---|
| Start Date End Date Weekdays Spots/Week | Rate | zayo zongar week Mate | TypeSpots | Amount |
| Week: 10/22/12 10/28/121- 1 E 31 WISN 10/27/12 10/27/12 SA 5-530p | \$350.00 | | | |
| Start Date End Date Weekdays Spots/Week | 5a-530p Rate | :30 | NM 1 | \$500.00 |
| Week: 10/22/12 10/28/121- 1 | \$500.00 | | | |
| <u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/22/12-10/28/12 SA 5-530p | Start/End Time 5a-530p | Weekdays Length Rate | <u>Type</u> | |
| See <i>MG 31.</i> 2 | 0a-000p | - Sa :30 \$500.00 | NM | |
| 2 WISN 10/28/12-10/28/12 Chris Matthews ⊕ MG for 31.1 10/27 | *1030-11A | si :30 \$500.00 | NM | |
| E 32 WISN 10/27/12 10/27/12 News Sa 6p-7p | 6-7PM | | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 0 | \$0.00 |
| Week: 10/22/12 10/28/121- 1 <u>Spot Ch</u> <u>Date Range</u> Description | \$550.00 | | | |
| Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 News Sa 6p-7p | Start/End Time 6-7PM | <u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$550.00 | <u>Type</u> | |
| Credited | | Sa :30 \$550.00 | NM . | |
| E 33 WISN 10/27/12 10/27/12 Sat ABC Prime Other Start Date End Date Weekdays Spots/Week | Prime Other | :30 | NM 1 | \$7,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1 | <u>Rate</u> \$7,000.00 | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 1 WISN 10/22/12-10/28/12 Sat ABC Prime Other See MG 33.2 | Prime Other | Sa :30 \$ 7,000.00 | NM | |
| 2 WISN 10/22/12-10/28/12 ABC Prime College Footbal | 7-1030p | Sa :30 \$7,000,00 | NM | |
| (b) MG for 33.1 10/27 | | | 14101 | |
| 34 WISN 10/28/12 10/28/12 News Sun 7-9a Start Date End Date Weekdays Spots/Week | 7-9am | :30 | NM 1 | \$300.00 |
| Week: 10/22/12 10/28/121 1 | <u>Rate</u> \$300.00 | | | |
| 35 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week | 9-930A | :30 | NM 1 | \$300,00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 | <u>Rate</u> \$300.00 | | | 4000.00 |
| 36 WISN 10/28/12 10/28/12 This Week With Georg | 930-1030am | :30 | NM 1 | 0000 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .00 | NM 1 | \$850.00 |
| 37 WISN 10/28/12 10/28/12 News Sun 530pm | \$850.00 530-6p | | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 1 | \$500.00 |
| Week: 10/22/12 10/28/121 1 | \$500.00 | | | |
| 38 WISN 10/28/12 10/28/12 Late News 10pm LTC Start Date End Date Weekdays Spots/Week | 10p-1030p | :30 | NM 1 | \$1,500.00 |
| Week: 10/22/12 10/28/121 1 | <u>Rate</u> \$1,500.00 | | | |
| 39 WISN 10/28/12 10/28/12 Late News SU 1030PM | 1030p-11p | :30 | NM 1 | \$850.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1 | <u>Rate</u> \$850.00 | | | \$050.00 |
| 40 WISN 10/27/12 10/27/12 Badgers | 230p-6p | :30 | | 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | NM 1 | \$8,500.00 |
| Week: 10/22/12 10/28/12S- 1 41 WISN 10/25/12 10/25/12 Last Resort | \$8,500.00 | | | |
| Start Date End Date Weekdays Spots/Week | Thu 7-8p Rate | :30 | NM 1 | \$3,750.00 |
| Week: 10/22/12 10/28/12T 1 | \$3,750.00 | | | |
| N 42 WISN 10/29/12 10/29/12 630-7p | 630-7p | :30 | NM 1 | \$1,000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



77

Totals

| | Contract / Re | evision | Alt Order# | |
|---------------------|---------------|---------|-----------------------|--|
| | 902331 | / 5 | 06112211 | |
| Contract Dates | Product | ŧ | Estimate # | |
| 10/24/12 - 10/30/12 | NRSC | | | |
| Advertiser | | Or | ginal Date / Revision | |
| NRSC National Repub | lica | | 10/31/12 / 10/31/12 | |

| *Line Ch Start D | | | | Start/End Time | Days | Spots/ Length Week | Rate | Type Spots | Amount |
|--------------------|----------------------|---------------|-----------------|---------------------------|------|-----------------------|------|------------|-------------|
| | End Date 11/04/12 | Weekdays M | Spots/Week 1 | <u>Rate</u> \$1,000.00 | | | | | |
| | | | | | | Totals | 3 | 77 | \$65,750.00 |
| Time Period | # of S | pots G | ross Amount | Net Amount | | | | | |
| 10/01/12 -10/28/12 | 2 | 40 | \$37,900.00 | \$32,215.00 | | | | | |
| 10/29/12 -10/30/12 | 2 | 37 | \$27,850.00 | \$23,672.50 | | | | | |

\$55,887,50

| Signature: | Date: | |
|------------|-------|--|
| | | |

\$65,750.00

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entify ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination. Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall positive to pos part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole Station shall have the right to cancer any productast or position thereof covered by this contract in order to product at any program or event which, in the ordinary also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8, CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9, GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

| materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval. |
|---|
| (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed. |

The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]



Billing: (781)433-4283

www.wisn.com

Billing Address:

Strategic Media - DC Attention: Accounts Payable 3299 K St NW Suite 200 Washington, DC 20007

Send Payment To:

WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Start Date

End Date

10/28/12

Weeks:

MTWTFSS

--WTF--

| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|-----------|--------------|---------------|------------------------------|
| 902331-1 | 10/28/12 | October 2012 | 10/01/12 - 1 0/2 8/12 |

| <u>Station</u> | Account Executive | Sales Office | Sales Region |
|----------------|-------------------|----------------|--------------|
| WISN | Will Hildebrandt | HRP -Washingto | National |

| Advertiser NRSC National Republican | Proc NRS | | | Estimate Number |
|--|-------------------------------|--------------|--------------------------|-------------------------|
| | Flight Dates 10/24/12 - 10 | | <u>Order #</u> 902331 | Alt Order # 06112211 |
| | Billing Calen Broadcast | | Billing Type Cash | Deal # |
| | Special Han | <u>aling</u> | | |
| | IDB # 99 12521 | | Advertiser C | ode Product Code |
| | Agency Ref | | Advertiser R | ef |

| Lina | Ctant Date | End Data | Description | CLEMENT AT: | | f 11. | Spots/ | Б. | | |
|----------|-------------|------------------------|---------------------------------|--------------------|-------------------------|--------------|----------------|----------|------|-------------|
| Line | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Week | Rate | Туре | |
| | 10/24/12 | 10/26/12 | News M-F 5a | 5 -6 A | WTF | :30 | 3 | \$250.00 | NM | , |
| | Weeks: | Start Date 10/22/12 | End Date MTWTFS 10/28/12WTF- | | <u>Rate</u> \$250.00 | | | | | |
| | Spots: # Ch | Day Air | Date Air Time Des | scription | Start/End Time | <u>Lengt</u> | h <u>Ad-ID</u> | | | Rate Type |
| | 1 WI | SN W 10 | /24/12 5:28 AM Nev | ws M-F 5a | 5-6A | :3 | 0 NRSCWI04 | 12TVH | | \$250.00 NM |
| | 2 WI | SN Th 10 | /25/12 4:58 AM Nev | ws M-F 5a | 5-6A | :3 | 0 NRSCWIO4 | 12TVH | | \$250.00 NM |
| | 3 WI | SN F 10 | /26/12 5:12 AM Nev | ws M-F 5a | 5-6A | :3 | 0 NRSCWI04 | 12TVH | | \$250.00 NM |
| 3 | 10/24/12 | 10/26/12 | News M-F 6a | 6-7A | WTF | :30 | 3 | \$500.00 | NM | |
| | Weeks: | Start Date 10/22/12 | End Date MTWTFS: 10/28/12WTF- | | <u>Rate</u> \$500.00 | | | | | |
| | Spots: # Ch | Day Air | Date Air Time Des | scription | Start/End Time | Lengt | h Ad-ID | | | Rate Type |
| | 1 WI | SN W 10 | /24/12 7:00 AM Nev | vs M-F 6a | 6-7A | :3 | 0 NRSCWI04 | 12TVH | | \$500.00 NM |
| ļ | 3 WI | SN Th 10 | /25/12 6:58 AM Nev | vs M-F 6a | 6-7A | :3 | 0 NRSCWI04 | 12TVH | | \$500.00 NN |
| <u> </u> | 2 WI | SN F 10 | /26/12 6:00 AM Nev | vs M-F 6a | 6-7A | :3 | 0 NRSCWI04 | 12TVH | | \$500.00 NM |
| 5 | 10/24/12 | 10/26/12 | Good Morning Ame | rica 7-9a | WTF | :30 | 3 | \$500.00 | NM | |
| | Weeks: | Start Date 10/22/12 | End Date MTWTFS: 10/28/12 WTF- | | <u>Rate</u> \$500.00 | | | | | |
| | Spots: # Ch | <u>Day Air</u> | Date Air Time Des | scription . | Start/End Time | <u>Lengt</u> | h <u>Ad-ID</u> | | | Rate Type |
| | 2 WI | SN W 10 | /24/12 8:43 AM God | od Morning America | 7 - 9a | :3 | 0 NRSCWIO4 | 12TVH | | \$500.00 NM |
| | 1 Wi | SN Th 10 | /25/12 8:48 AM God | od Morning America | 7 - 9a | :3 | 0 NRSCWI04 | 12TVH | | \$500.00 NM |
| | 3 WI | SN F 10 | /26/12 8:53 AM God | od Morning America | 7-9a | :3 | 0 NRSCWI04 | 12TVH | | \$500.00 NM |
| 7 | 10/24/12 | 10/26/12 | LIVE WITH KELLY! | 9-10am | WTF | :30 | 3 | \$300.00 | NM | |
| | Weeks: | Start Date 10/22/12 | End Date MTWTFS: 10/28/12WTF- | | <u>Rate</u> \$300.00 | | · | | | |
| | Spots: # Ch | <u>Day</u> Air | Date Air Time Des | cription | Start/End Time | Lengt | Ad-ID | | | Rate Type |
| | 2 WI | SN W 10/ | /24/12 9:39 AM LIVI | E WITH KELLY! | 9-10am | :3 | NRSCWIO4 | 12TVH | | \$300.00 NM |
| | 3 WI: | SN Th 10/ | 25/12 9:49 AM LIVI | E WITH KELLY! | 9-10am | :3 | NRSCWI04 | 12TVH | | \$300.00 NM |
| | 1 WI | SN F 10/ | 26/12 9:53 AM LIVE | E WITH KELLY! | 9-10am | :3 | NRSCWIO4 | 12TVH | | \$300.00 NM |
| 9 | 10/24/12 | 10/26/12 | The View | 10-11am | WTF | :30 | 3 | \$300.00 | NM | |

Spots/Week

Rate

\$300.00

INVOICE



www.wisn.com

21 10/24/12

10/26/12

Entertainment Tonigh

Send Payment To:
WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/28/12 | October 2012 | 10/01/12 - 10/28/12 |

| Advertiser | Product | Estimate Number |
|--------------------------|---------|-----------------|
| NRSC National Republican | NRSC | |

\$800.00

NM

| Line Start Date End | Date Des | scription | Start/End Time | MTWTFSS | Length | Spots/ Week | Rate | Type | |
|--|---|--|--|---|--------------------|--|------------|------|--|
| 9 10/24/12 10/2 | 5/12 The | e View | 10-11am | WTF | :30 | 3 | \$300.00 | NM | |
| Spots: <u>#</u> Ch <u>Da</u> 2 WISN W 1 WISN Th 3 WISN F | / <u>Air Date</u> 10/24/12 10/25/12 10/26/12 | Air Time Descrip 10:32 AM The Vio 10:38 AM The Vio 10:32 AM The Vio | ew ew | <u>Start/End Time</u> 10-11am 10-11am 10-11am | :3 | h <u>Ad-ID</u> O NRSCWIO4 O NRSCWIO4 O NRSCWIO4 | 12TVH | | Rate Type \$300.00 NM \$300.00 NM \$300.00 NM |
| 11 10/24/12 10/26 | /12 THE | E CHEW | 12P-1P | WTF | :30 | 3 | \$200.00 | NM | |
| Weeks: <u>Start I</u> 10/22/ Spots: <u>#</u> Ch <u>Da</u> 1 WISN W 2 WISN Th 3 WISN F | | | HEW HEW | Rate \$200.00 Start/End Time 12P-1P 12P-1P 12P-1P | :3 :3 | h <u>Ad-ID</u> 0 NRSCWI04 0 NRSCWI04 0 NRSCWI04 | 12TVH | | Rate Type \$200.00 NM \$200.00 NM \$200.00 NM |
| 13 10/24/12 10/26 | /12 3-4 |) | 3-4p | WTF | :30 | 3 | \$500.00 | NM | |
| Weeks: <u>Start I</u> 10/22/ Spots: <u>#</u> Ch <u>Da</u> 1 WISN W 3 WISN Th 2 WISN F | | | Spots/Week 3 otion | Rate \$500.00 <u>Start/End Time</u> 3-4p 3-4p 3-4p | :3 | h <u>Ad-ID</u> 0 NRSCWI04 0 NRSCWI04 0 NRSCWI04 | 12тvн | | <u>Rate</u> <u>Type</u> \$500.00 NM \$500.00 NM \$500.00 NM |
| 15 10/24/12 10/26 | /12 DR. | OZ | 4P-5P | WTF | :30 | 3 | \$550.00 | NM | |
| Weeks: <u>Start I</u> 10/22/ Spots: <u>#</u> Ch <u>Da</u> 3 WISN W 1 WISN Th 2 WISN F | | | | <u>Rate</u> \$550.00 <u>Start/End Time</u> 4P-5P 4P-5P 4P-5P | :3 | <u>h Ad-ID</u> 0 nrscw104 0 nrscw104 0 nrscw104 | 12TVH | | <u>Rate</u> <u>Type</u> \$550.00 NM \$550.00 NM \$550.00 NM |
| 17 10/24/12 10/26 | 12 New | /s M-F 5p | 5-530pm | WTF | :30 | 3 | \$850.00 | NM | |
| 3 WISN <i>W</i> Sec 2 WISN Th 1 WISN <i>F</i> | 2 10/28 <u>Air Date</u> 10/24/12 MG 17.4,17 | /12WTF <u>Air Time</u> <u>Descrip</u> <i>News N</i> | <i>n-F</i> 5 <i>p</i> 17.9,17.10,17.11,17.1 1-F 5p | Rate \$850.00 <u>Start/End Time</u> 5-530 <i>pm</i> 2 5-530 <i>pm</i> 5-530 <i>pm</i> | :0 | O NRSCWIO4 | 12тvн | | <u>Rate</u> <u>Type</u> \$850.00 NM \$850.00 NM |
| 19 10/24/12 10/26 | 12 New | s M-F 6p | 6-630pm | WTF | :30 | 3 | \$1,000.00 | NM | |
| 1 WISN W See 3 WISN Th | 2 10/28 Air Date 10/24/12 | /12WTF <u>Air Time</u> <u>Descrip</u> <i>News N</i> | 7.5 7.9,17.10,17.11,17.1 | Rate \$1,000.00 <u>Start/End Time</u> 6-630 <i>pm</i> 2 6-630 <i>pm</i> | <u>Lengt</u> :0 | | | | Rate Type \$1,000.00 NM \$1,000.00 NM |
| 2 WISN F | 10/26/12 | 6:13 PM News M | 1-F 6p | 6-630pm | :3 | 0 NRSCWI04 | 12TVH | | \$1,000.00 NM |

--WTF--

:30

3

630p-7pm



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 902331-1 | 10/28/12 | October 2012 | 10/01/12 - 10/28/12

1.00

| ſ | <u>Advertiser</u> | Product | Estimate Number |
|---|--------------------------|---------|-----------------|
| İ | NRSC National Republican | NRSC | |

| | | | | | | Spots/ | | | |
|--------------------------|-------------------------------------|--|------------------------------------|--|--------------------|--|------------|-------|---|
| ine Start Date | e End Date | Description | Start/End Time | MTWTFSS | Length | Week | Rate | Туре | |
| Weeks: | Start Date 10/22/12 | End Date MTWTFSS 10/28/12WTF | Spots/Week 3 | <u>Rate</u> \$800.00 | | | | | |
| Spots: <u>#</u> 0 2 V | VISN W 10 | | ainment Tonigh | Start/End Time 630p-7pm | | <u>th</u> <u>Ad-ID</u>)0 | | | <u>Rate</u> <u>Typ</u> \$800-00 N/ |
| 1 V | VISN Th 10 | | ainment Tonigh | 630p-7pm | :0 | 00 | | | \$800.00 NI |
| 3 V | VISN F 10 | | ainment Tonigh | 630p-7pm | :0 | 00 | | | \$800.00 NA |
| 23 10/24/12 | 10/26/1 <i>2</i> | Late News 10PM LTC | 10-1030p | W-F | :30 | 2 | \$1,500.00 | NM | |
| Weeks: | Start Date 10/22/12 | End Date MTWTFSS 10/28/12W-F | Spots/Week 2 | <u>Rate</u> \$1,500.00 | | | | | |
| Spots: <u>#</u> C 1 W | /ISN W 10. | | lews 10PM LTC | Start/End Time 10-1030p | | <u>h Ad-ID</u> 0 | | | <u>Rate</u> <u>Type</u> \$1,500.00 NA |
| 2 W | | /26/12 Late N | lews 10PM LTC | 10-1030p | .0 | 00 | | | \$1,500.00 NN |
| 25 10/25/12 | 10/25/12 | Late News 1030PM LT | °C 1030p-11p | 1 | :30 | 1 | \$850.00 | NM | |
| Weeks: Spots: # C | | | Spots/Week 1 ption lews 1030PM LTC | Rate \$850.00 Start/End Time | | h Ad-ID | | n con | Rate Type |
| | | | | 1030p-11p | | 0 NRSCWIO | | | \$850.00 NN |
| 27 10/24/12 | 10/25/12 | Nightline | 11p-1130p | WT | :30 | 2 | \$750.00 | NM | |
| | ISN W 10/ | End Date MTWTFSS 10/28/12 wT Date Air Time Descrive /24/12 11:08 PM Nightli /25/12 11:26 PM Nightli | ne | <u>Rate</u> \$750.00 <u>Start/End Time</u> 11p-1130p 11p-1130p | :3 | <u>h Ad-ID</u> 0 NRSCWIO4 0 NRSCWIO4 | | | <u>Rate</u> <u>Type</u> \$750.00 NM \$750.00 NM |
| 30 10/27/12 | 10/27/12 | News Sat 7-9a | 7-9am | 1 - | :30 | 1 | \$350.00 | NM | , |
| Weeks: | Start Date 10/22/12 | End Date MTWTFSS 10/28/121- | <u>Spots/Week</u> 1 | <u>Rate</u> \$350.00 | | | | | |
| Spots: # Cl 1 W | | <u>Date Air Time Descri</u> 27/12 7:11 AM News | | Start/End Time 7-9am | | <u>h Ad-ID</u> 0 NRSCWIO4 | 112TVH | | <u>Rate</u> <u>Type</u> \$350.00 NM |
| 31 10/27/12 | 10/27/12 | SA 5-530p | 5a-530p | 1- | :30 | 1 | \$500.00 | NM | |
| | ISN Sa 10/ See MG | '27/12 SA 5-5 31.2 | 30p | Rate \$500.00 Start/End Time 5a-530p | <u>Lenat</u> :0 | <u>h</u> <u>Ad-ID</u> 0 | | | <u>Rate</u> <u>Type</u> \$500.00 NM |
| 2 W | ISN Su 10/3 MG for 3 | | Matthews | *1030-11A | :3 | 0 NRSCWIO | 112TVH | | \$500.00 NM |
| 32 10/27/12 | 10/27/12 | News Sa 6p-7p | 6-7PM | 1- | :30 | 1 | \$550.00 | NM | |
| Weeks: Spots: # Ci | Start Date 10/22/12 1 Day Air | End Date MTWTFSS 10/28/121- Date Air Time Descri | Spots/Week 1 otion | Rate \$550.00 Start/End Time | Lenat | h Ad-ID | | | Rate Type |
| , | ISN Sa 10/2 Credited | | Sa 6p-7p | 6-7PM | :0 | | | | \$550.00 NM |
| 33 10/27/12 | 10/27/12 | Sat ABC Prime Other | Prime Other | 1- | :30 | 1 | \$7,000.00 | NM | |

INVOICE



Send Payment To:
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Lehigh Valley, PA 18002-6879

| ,, | | 7 4 | | |
|----|-----------|--------------|---------------|------------------------------|
| | Invoice # | Invoice Date | Invoice Month | Invoice Period |
| | 902331-1 | | October 2012 | 10/01/12 - 1 0/2 8/12 |

| Advertiser | Product | Estimate Number |
|--------------------------|---------|-----------------|
| NRSC National Republican | | |

| Line Start Date End Date Description Start/End Time | MT-TWO | Spots/ | D-1- 7 | |
|--|--|-----------------------------------|-------------|--|
| Weeks: Start Date End Date MTWTFSS Spots/Week | MTWTFSS Rate | Length Week | Rate Type | |
| 10/22/12 10/28/121- 1 | \$7,000.00 | | | |
| Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WISN Sa 10/27/12 Sat ABC Prime Other See MG 33.2 | Start/End Time Prime Other | <u>Length</u> <u>Ad-ID</u> :00 | | <u>Rate Type</u> \$7,000.00 NM |
| 2 WISN Sa 10/27/12 7:06 PM ABC Prime College Footbal MG for 33.1 10/27 | 7-1030p | :30 NRSCWI0412TV | Н | \$7,000.00 NM |
| 34 10/28/12 10/28/12 News Sun 7-9a 7-9am | 1 | :30 1 5 | \$300.00 NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 1 1 | <u>Rate</u> \$300.00 | | | |
| Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WISN Su 10/28/12 7:57 AM News Sun 7-9a | Start/End Time 7-9am | Length Ad-ID :30 NRSCWI0412TV | Н | <u>Rate</u> <u>Type</u> \$300.00 NM |
| 35 10/28/12 10/28/12 Sun 9-930A 9-930A | 1 | :30 1 5 | \$300.00 NM | |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 10/22/12 10/28/121 1 | <u>Rate</u> \$300.00 | | | |
| Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WISN Su 10/28/12 9:20 AM Sun 9-930A | Start/End Time 9-930A | Length Ad-ID :30 NRSCWI0412TV | Н | <u>Rate Type</u> \$300.00 NM |
| 36 10/28/12 10/28/12 This Week With Georg 930-1030am | 1 | :30 1 5 | 850.00 NM | |
| Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS - Spots/Week 1 Spots/Week 1 | <u>Rate</u> \$850.00 | , | | |
| Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WISN Su 10/28/12 10:26 AM This Week With Georg | Start/End Time 930-1030am | Length Ad-ID :30 NRSCWI0412TV | н | <u>Rate</u> <u>Type</u> \$850.00 NM |
| 37 10/28/12 10/28/12 News Sun 530pm 530-6p | 1 | :30 1 5 | 500.00 NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 1 1 | <u>Rate</u> \$500.00 | | | |
| Spots: # Ch Day Air Date Air Time Description | Start/End Time | Length Ad-ID | | Rate Type |
| 1 WISN Su 10/28/12 5:42 PM News Sun 530pm | 530-6p | :30 NRSCWI0412TV | | \$500.00 NM |
| 38 10/28/12 | 1 | :30 1 \$1 | ,500.00 NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 1 1 | <u>Rate</u> \$1,500.00 | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| Spots: # Ch Day Air Date Air Time Description 1 WISN Su 10/28/12 10:25 PM Late News 10pm LTC | Start/End Time 10p-1030p | Length Ad-ID :30 NRSCWI0412TV | н | <u>Rate Type</u> \$1,500.00 NM |
| 39 10/28/12 10/28/12 Late News SU 1030PM 1030p-11p | 1 | :30 1 5 | 850.00 NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 1 1 | <u>Rate</u> \$850.00 | , | | |
| Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WISN Su 10/28/12 10:50 PM Late News SU 1030PM | Start/End Time 1030p-11p | Length Ad-ID :30 NRSCWI0412TV | u | Rate Type |
| 40 10/27/12 10/27/12 Badgers 230p-6p | S- | | ,500.00 NM | \$850.00 NM |
| Weeks: Start Date End Date MTWTESS Spots/Week | Rate | | | |
| 10/22/12 10/28/12S- 1 Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WISN Sa 10/27/12 1:59 PM Badgers | \$8,500.00 <u>Start/End Time</u> 230p-6p | Length Ad-ID :30 NRSCWI0412TVI | ન | <u>Rate</u> <u>Type</u> \$8,500.00 NM |
| 41 10/25/12 | T | :30 1 \$3 | 750.00 NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/22/12 10/28/12 T 1 | <u>Rate</u> \$3,750.00 | | | |

INVOICE



Payment Terms 30 Days

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| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|-----------|--------------|---------------|------------------------------|
| 902331-1 | 10/28/12 | October 2012 | 10/01/12 - 1 0/28/ 12 |

| <u>Advertiser</u> | Product | Estimate Number |
|--------------------------|---------|-----------------|
| NRSC National Republican | NRSC | |

Spots/

| Line S | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Week | Rate | Туре | |
|--------|----------------------------|-------------------------------------|---|----------------|----------------------------|--------------|-------------------------------|--------------------|------|--|
| 41 1 | 0/25/12 | 10/25/12 | Last Resort | Thu 7-8p | T | ; 3 0 | 1 | \$3 ,750.00 | NM | |
| Sp | pots: <u>#</u> Ch 1 WiS | <u>Day</u> <u>Air</u> SN Th 10/2 | <u>Date</u> <u>Air Time</u> <u>De</u> 25/12 7:40 PM La | | Start/End Time Thu 7-8p | | th <u>Ad-ID</u> 30 NRSCWIO | 412TVH | | <u>Rate</u> <u>Type</u> \$3,750.00 NM |
| | | | | | Total Spots | | 40 | | | |

Gross Total

\$37,900.00

Agency Commission

\$5,685.00

Net Amount Due \$32,215.00



www.wisn.com

Billing Address:

Billing: (781)433-4283

Strategic Media - DC Attention: Accounts Payable 3299 K St NW Suite 200 Washington, DC 20007

Send Payment To: **WISN TV** PO Box 26879 Lehigh Valley, PA 18002-6879

| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|-----------|--------------|---------------|---------------------|
| 902331-2 | 11/04/12 | November 2012 | 10/29/12 - 10/30/12 |

| <u>Station</u> | Account Executive | Sales Office | Sales Region |
|----------------|-------------------|----------------|--------------|
| WISN | Will Hildebrandt | HRP -Washingto | National |

| <u>Advertiser</u> | <u>Product</u> | Estimate Number |
|--------------------------|----------------|-----------------|
| NRSC National Republican | NRSC | |

| Flight Dates | Order # | Alt Order # |
|---------------------|---------|-------------|
| 10/24/12 - 10/30/12 | 902331 | 06112211 |

| Billing Calendar | Billing Type | Deal # |
|------------------|--------------|--------|
| Broadcast | Cash | |

Special Handling

| IDB# | Advertiser Code | Product Code |
|-----------------|-----------------|--------------|
| 99 12521 | | |
| | | |

| Agency Ref | Advertiser Ref |
|------------|----------------|
| | |

| | | | Spots/ | | | |
|--|----------------------------|--------|----------------------------------|----------------|------|--------------------------------------|
| ne Start Date End Date Description Start/End Time | MTWTFSS | Length | Week | Rate | Туре | |
| 2 10/29/12 10/30/12 News M-F 5a 5-6A | MT | :30 | 2 | \$250.00 | NM | |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 10/29/12 11/04/12 MT 2 | <u>Rate</u> \$250.00 | | | | | |
| Spots: # Ch Day Air Date Air Time Description | \$250.00 Start/End Time | Lanai | h Ad-ID | | | Dete T |
| 2 WISN M 10/29/12 4:57 AM News M-F 5a | 5-6A | | . <u>11 MU-10</u> 80 NRSCWI04 | 11273/4 | | Rate Tyr \$250.00 N |
| 1 WISN Tu 10/30/12 4:59 AM News M-F 5a | 5-6A | | O NRSCWIO4 | | | |
| WISH 10 10/30/12 4:33 ANTINEWS WIT 34 | 0-0A | | O NKSCWIO | TTIVI | | \$250.00 N |
| 4 10/29/12 10/30/12 News M-F 6a 6-7A | MT | :30 | 2 | \$500.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week | Rate | | | | | |
| 10/29/12 11/04/12 MT 2 | \$500.00 | | L A - 1 ID | | | . |
| Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 2 WISN M 10/29/12 6:28 AM News M-F 6a | Start/End Time | | h Ad-ID | 11.377.41 | | Rate Typ |
| | 6-7A | | O NRSCWIO4 | | | \$500.00 N |
| 1 WISN Tu 10/30/12 6:00 AM News M-F 6a | 6-7A | :3 | O NRSCWIO4 | TT I AH | | \$500.00 N |
| 6 10/29/12 10/30/12 Good Morning America 7-9a | MT | :30 | 2 | \$500.00 | NM | |
| Weeks: Start Date End Date MTWTFSS Spots/Week 10/29/12 11/04/12 MT 2 | Rate | | | | | |
| 10/29/12 11/04/12 MT 2 Spots: # Ch Day Air Date Air Time Description | \$500.00 Start/End Time | Lanat | h Ad-ID | | | D-1- T |
| 2 WISN M 10/29/12 8:59 AM Good Morning America | 7-9a | | III <u>AU-ID</u> 30 NRSCWI04 | 112TVU | | <u>Rate</u> <u>Tyr</u> \$500.00 N |
| 1 WISN Tu 10/30/12 7:49 AM Good Morning America | 7-9a 7-9a | | O NRSCWIO | | | |
| 1 WISN 10 10/30/12 7.45 AW 9000 Morning America | 7-9a | .3 | O NK3CWIO | TZIVI | | \$500.00 N |
| 8 10/29/12 10/30/12 LIVE WITH KELLY! 9-10am | MT | :30 | 2 | \$300.00 | NM | |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> | Rate | | | | | |
| 10/29/12 11/04/12 MT 2 Spots: # Ch Day Air Date Air Time Description | \$300.00 Start/End Time | Lange | h Ad-ID | | | Deta To |
| 2 WISN M 10/29/12 9:50 AM LIVE WITH KELLY! | 9-10am | | <u>II AU-ID</u> O NRSCWIO4 | 112TVU | | Rate Tyr |
| 1 WISN Tu 10/30/12 9:54 AM LIVE WITH KELLY! | 9-10am 9-10am | | O NRSCWIO4 | | | \$300.00 N |
| T VVISIN TO TO/SO/TZ 9:04 AIM LIVE VVITA NELLT! | 9- IUam | .3 | Ú NKZCMIO4 | HIZ I VH | | \$300.00 N |
| 10 10/29/12 10/30/12 The View 10-11am | MT | :30 | 2 | \$300.00 | NM | |
| Weeks: Start Date 10/29/12 End Date 11/04/12 MTWTFSS MT Spots/Week MT | <u>Rate</u> \$300.00 | | | | | |
| Spots: # Ch Day Air Date Air Time Description | Start/End Time | Lengt | h Ad-ID | | | Rate Typ |
| 2 WISN M 10/29/12 10:32 AM The View | 10-11am | :3 | O NRSCWIO4 | 12 ⊤∨ н | | \$300.00 N |
| 1 WISN Tu 10/30/12 10:39 AM The View | 10-11am | :3 | O NRSCWIO4 | 12TVH | | \$300.00 NN |



Weeks:

Start Date End Date

MTWTFSS

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Lehigh Valley, PA 18002-6879

| Invoice # | Invoice Date | 902331-2 | 11/04/12 |

Advertiser Product Estimate Number

NRSC National Republican NRSC

| www.wisn.co | m | | | | | | | | | |
|-------------|------------------|-----------------------------|--|-----------------|-------------------------|--------------|----------------------------|----------------|------|-----------------|
| | | | | | | | Spots/ | | | |
| ine Start | Date | End Date | Description | Start/End Time | MTWTFSS | Length | Week | Rate | Type | |
| 12 10/2 | 9/12 | 10/30/12 | THE CHEW | 12P-1P | MT | :30 | 2 | \$200.00 | NM | |
| Week | | tart Date 0/29/12 | End Date MTWTFSS 11/04/12 MT | | <u>Rate</u> \$200.00 | | | | | |
| Spots | s: <u>#</u> Ch | Day Air | | | Start/End Time | | th Ad-ID | | | <u>Rate Tyr</u> |
| | 1 WISN 2 WISN | | /29/12 | | 12P-1P | | O NRSCWIO4: O NRSCWIO4: | | | \$200.00 N |
| | | | /30/12 12:30 PM THE | CHEVV | 12P-1P | .3 | U NKSCWIU4 | 14 VH | | \$200.00 N |
| 14 10/29 | 9/12 | 10/30/12 | 3-4p | 3-4p | MT | :30 | 2 | \$500.00 | NM | |
| Week | 10 | tart <u>Date</u> 0/29/12 | End Date MTWTFSS 11/04/12 MT | | <u>Rate</u> \$500.00 | | | | | |
| Spots | :: <u>#</u> Ch | Day Air | | | Start/End Time | | h Ad-ID | | | Rate Typ |
| | 2 WISN | | 29/12 3:20 PM 3-4p | | 3-4p | | 0 NRSCWIO4 | | | \$500.00 N |
| | 1 WISN | 1 Tu 10/ | 30/12 3:37 PM 3-4p | | 3-4p | :3 | 0 NRSCWIO4: | 12TVH | | \$500.00 N |
| 16 10/29 | 9/12 | 10/30/12 | DR. OZ | 4P-5P | MT | :30 | 2 | \$550.00 | NM | , |
| Week | | tart <u>Date</u> 0/29/12 | End Date MTWTFSS 11/04/12 MT | 2 | <u>Rate</u> \$550.00 | | | | | |
| Spots | : <u>#</u> Ch | <u>Day Air</u> | | | Start/End Time | | h Ad-ID | | | <u>Rate Typ</u> |
| | 1 WISN | | 29/12 4:11 PM DR. | | 4P-5P | | O NRSCWIO4: | | | \$550.00 N |
| | 2 WISN | l Tu 10/ | 30/12 4:28 PM DR. | OZ . | 4P-5P | :3 | 0 NRSCWI04 | 12TVH | | \$550.00 N |
| 17 10/24 | 1/12 1 | 10/26/12 | News M-F 5p | 5-530pm | WTF | :30 | 3 | \$850.00 | NM | |
| Week | | tart Date 0/22/12 | End Date MTWTFSS 10/28/12WTF | Spots/Week 3 | <u>Rate</u> \$850.00 | | | | | |
| Spots | : <u>#</u> Ch | Day Air | Date <u>Air Time</u> Desc | <u>cription</u> | Start/End Time | Lengt | h Ad-ID | | | <u>Rate</u> Typ |
| | 10 WISN | | 29/12 4:27 PM DR. (9.1,17.3,21.3,21.1,21.2, | | 4P-5P | :3 | O NRSCWIO4: | 12 ⊤∨ н | | \$600.00 N |
| | 11 WISN | IM 10/ | 29/12 4:55 PM DR. 9.1,17.3,21.3,21.1,21.2, | OZ | 4P-5P | :3 | 0 NRSCWIO4: | 12тvн | | \$600.00 N |
| | 8 WISN | | 29/12 12:17 AM Jimm 9.1,17.3,21.3,21.1,21.2, | | 1130-1230a | :3 | O NRSCWIO4 | 12т∨н | | \$375.00 N |
| | 7 WISN | MG for 1 | 29/12 12:55 AM Jimm 9.1,17.3,21.3,21.1,21.2, ork Program Runover | | 1130-1230a | :3 | 0 NRSCWI04 | 12TVH | | \$375.00 NI |
| | 9 WISN | Tu 10/ | | | 4P-5P | :3 | O NRSCWIO4: | 12т∨н | | \$600.00 NI |
| | 12 WISN | Tu 10/ | | OZ | 4P-5P | :3 | 0 NRSCWIO4: | 12т∨н | | \$600.00 N |
| | 4 WISN | Tu 10/5 MG for 1 | 30/12 11:08 PM Night 9.1,17.3,21.3,21.1,21.2, | | 11p-1130p | :3 | O NRSCWIO4: | 12т∨н | | \$1,850.00 N |
| | 6 WISN | Tu 10/3 MG for 1 | 30/12 12:04 AM Jimm 9.1,17.3,21.3,21.1,21.2, | | 1130-1230a | :3 | 0 NRSCWIO4: | 12т∨н | | \$375.00 NI |
| | 5 WISN | | 30/12 12:16 AM Jimm 9.1,17.3,21.3,21.1,21.2, | | 1130-1230a | :3 | 0 NRSCWIO4: | 12TVH | | \$375.00 NI |
| 18 10/29 | /12 1 | 0/30/12 | News M-F 5p | 5-530pm | MT | :30 | 2 | \$850.00 | NM | |
| Week | | art Date 0/29/12 | End Date MTWTFSS 11/04/12 MT | Spots/Week 2 | <u>Rate</u> \$850.00 | | | • | | |
| Spots | : <u>#</u> Ch | Day Air | <u>Date Air Time Desc</u> | ription | Start/End Time | <u>Lengt</u> | h Ad-ID | | | <u>Rate Typ</u> |
| | 1 WISN | M 10/3 | 29/12 5:20 PM News | s M-F 5p | 5-530pm | :3 | O NRSCWIO4: | 12 ⊤∨ н | | \$850.00 N |
| | 2 WISN | Tu 10/ | 30/12 5:27 PM News | M-F 5p | 5-530pm | :3 | 0 NRSCWI04: | 12TVH | | \$850.00 N |
| 20 10/29 | /12 1 | 0/30/12 | News M-F 6p | 6-630pm | MT | :30 | 2 | \$1,000.00 | NM | |
| | | | | | | | | | | |

<u>Rate</u>

Spots/Week



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| Invoice # | Invoice Date | Invoice Month | Invoice Period |
|-----------|--------------|---------------|------------------------------|
| 902331-2 | 11/04/12 | November 2012 | 10/29/12 - 1 0/3 0/12 |

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|--------------------------|---------|-----------------|
| Advertiser | Product | Estimate Number |
| NRSC National Republican | NRSC | |

| | n.com | | | | | | Spots/ | | | |
|--------|----------------------------|-------------------------------|---|-----------------|------------------------------|--------|------------------------------------|------------|------|---------------------------------|
| Line S | Start Date | End Date | Description | Start/End Time | MTWTFSS | Length | Week | Rate | Туре | |
| 20 1 | 0/29/12 | 10/30/12 | News M-F 6p | 6-630pm | MT | :30 | 2 | \$1,000.00 | NM | |
| Si | pots: # Ch | 10/29/12 Day Air | 11/04/12 MT Date Air Time Descr | 2 | \$1,000.00 Start/End Time | l enat | h Ad-ID | | | Rate Type |
| ٠, | 1 WIS | | 29/12 6:14 PM News | | 6-630pm | | 0 NRSCWIO | 412TVH | | \$1,000.00 NM |
| | 2 WIS | SN Tu 10/3 | 30/12 6:25 PM News | M-F 6p | 6-630pm | :3 | 0 NRSCWIO | 412TVH | | \$1,000.00 NM |
| 22 1 | 0/29/12 | 10/30/12 | Entertainment Tonigh | 630p-7pm | MT | :30 | 2 | \$800.00 | NM | <u> </u> |
| W | | Start Date 10/29/12 | End Date MTWTFSS 11/04/12 MT | Spots/Week 2 | <u>Rate</u> \$800.00 | | | | | |
| Sp | oots: # Ch | Day Air | Date <u>Air Time</u> Descr | <u>iption</u> | Start/End Time | Lengt | <u>h</u> Ad-ID | | | Rate Type |
| | 2 WIS | | | ainment Tonigh | 630p-7pm | | 0 NRSCWIO | | | \$800.00 NM |
| | 1 WIS | N Tu 10/3 | 30/12 6:54 PM Entert | ainment Tonigh | 630p-7pm | :3 | 0 NRSCWIO | 412TVH | | \$800.00 NM |
| 24 1 | 0/29/12 | 10/30/12 | Late News 10PM LTC | 10-1030p | MT | :30 | 2 | \$1,500.00 | NM | |
| W | | Start Date 10/29/12 | End Date MTWTFSS 11/04/12 MT | Spots/Week 2 | Rate \$1,500.00 | | | | | |
| Sp | oots: # Ch | <u>Day</u> Air l | <u>Date</u> <u>Air Time</u> <u>Descr</u> | <u>iption</u> | Start/End Time | Lengt | h Ad-ID | | | Rate Type |
| | 2 WIS | | 29/12 10:13 PM Late N | | 10-1030p | | O NRSCWIO | | | \$1,500.00 NM |
| | 1 WIS | N Tu 10/3 | 30/12 10:31 PM Late N | lews 10PM LTC | 10-1030p | :3 | 0 NRSCWIO | 412TVH | | \$1,500.00 NM |
| 26 1 | 0/29/12 | 10/29/12 | Late News 1030PM LT | TC 1030p-11p | 1 | :30 | 1 | \$850.00 | NM | |
| W | | Start Date 10/29/12 | End Date MTWTFSS 11/04/12 1 | Spots/Week 1 | <u>Rate</u> \$850.00 | | | | | |
| Sp | oots: # Ch | <u>Day Air I</u> | | | Start/End Time | Lengt | h Ad-ID | | | Rate Type |
| | 1 WIS | N M 10/2 | 29/12 10:58 PM Late N | lews 1030PM LTC | 1030p-11p | :3 | 0 NRSCWIO | 412TVH | | \$850.00 NM |
| 28 10 | 0/30/12 | 10/30/12 | Nightline | 11p-1130p | -1 | :30 | 1 | \$750.00 | NM | |
| W | | | End Date MTWTFSS -1 | Spots/Week 1 | <u>Rate</u> \$750.00 | | | | | , |
| Sp | oots: <u>#</u> Ch 1 WIS | <u>Day Air [</u> N Tu 10/3 | <u>Date</u> <u>Air Time</u> <u>Descri</u> 30/12 11:27 PM Nightli | | Start/End Time 11p-1130p | | <u>h</u> <u>Ad-ID</u> O NRSCWIO | 412TVH | | <u>Rate Type</u> \$750.00 NM |
| 29 10 | 0/29/12 | 10/29/12 | DWTS | Prime Other | 1 | :30 | 1 | \$5,000.00 | NM | |
| W | | Start Date 10/29/12 | End Date MTWTFSS 1 | Spots/Week 1 | <u>Rate</u> \$5,000.00 | | <u> </u> | | | |
| Sp | ots: # Ch | Day Air [| | | Start/End Time | Lengt | h Ad-ID | | | Rate Type |
| | 1 WIS | | 29/12 6:59 PM DWTS | | Prime Other | | 0 NRSCWIO | 412TVH | | \$5,000.00 NM |
| 42 10 | 0/29/12 | 10/29/12 | 630-7p | 630-7p | M | :30 | 1 | \$1,000.00 | NM | |
| We | | | End Date MTWTFSS 11/04/12 M | Spots/Week 1 | <u>Rate</u> \$1,000.00 | | | | | |
| Sp | ots: # Ch | Day Air D | | | Start/End Time | Lengt | h Ad-ID | | | Rate Type |
| | 1 WIS | | 9/12 6:54 PM 630-7p | | 630 - 7p | | 0 NRSCWIO | 412TVH | | \$1,000.00 NM |
| | | | | | Total Spots | 3 | 37 | | | |

Gross Total

\$27,850.00

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| į | 1 12 127 . 1 1-1 | | | |
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| | Invoice # | Invoice Date | Invoice Month | Invoice Period |
| | 902331-2 | 11/04/12 | November 2012 | 10/29/12 - 10/30/12 |

| <u>Advertiser</u> | Product | Estimate Number |
|--------------------------|---------|-----------------|
| NRSC National Republican | NRSC | |

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Net Amount Due \$23,672.50